



## FOR IMMEDIATE RELEASE

### **Crest View Care Center Receives 2020 Customer Experience Award from Pinnacle Quality Insight**

CHADRON, NE – Crest View Care Center is proud to announce that they are the recipient of Pinnacle Quality Insight's 2020 Customer Experience Award™. Qualifying for the award in the category of skilled nursing facilities, Crest View Care Center displays a continued dedication to providing Best in Class senior healthcare services.

“Our team is honored to receive this award for excellence in customer service,” said Heather Salmon, administrator. “We really appreciate the recognition for our quality initiatives. I am very proud of our team.”

Throughout its history of serving the community, Crest View Care Center has placed a strong emphasis on ensuring that the individual needs of every resident are met. Over the course of 2019, a sampling of Crest View's customers and their families have participated in monthly telephone interviews that include open-ended questions, as well the opportunity to rate Crest View Care Center in specific categories.

Every month, Crest View Care Center has gathered its real-time survey results to gain a better understanding of the resident's needs and make improvements when necessary.

By qualifying for the Pinnacle Customer Experience Award™, Crest View Care Center has satisfied the rigorous demand of scoring in the top 15% of the nation across a 12-month average. Clients have the opportunity to achieve this Best in Class distinction on a monthly basis in many categories designed to accurately reflect each resident's experience.

#### **About Pinnacle Quality Insight**

A customer satisfaction measurement firm with 24 years of experience in post-acute healthcare, Pinnacle conducts over 150,000 phone surveys each year and works with more than 2,500 care providers in all 50 US states, Canada and Puerto Rico.

#### **About Crest View Care Center**

Crest View Care Center was created to serve those individuals who need long- or short-term specialized care and services because of a health condition, a change in life circumstances, or a life event such as a surgery or hospital stay. At Crest View, you'll feel at home within a community dedicated to assuring your comfort and safety, supporting your health and well-being, and empowering you to live your life. Learn more by visiting [www.crestvcc.com](http://www.crestvcc.com)

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